

# Ames Historical Society

AMES • IOWA

FOUNDED 1980 AS AMES HERITAGE ASSOCIATION

## Newsletter to Members 2007 SPRING.... ISSUE #2/4

*The mission of the Ames Historical Society is to preserve local history and illuminate its stories.*



Ames families enjoyed home delivery from Moore's Dairy, putting empty bottles outside their doors to be replaced by full ones.

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*The Board meets the 2nd Monday of each month at City Hall at 7:15pm. Members welcome!*

**Administrator** Alan Spohnheimer  
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Ames Historical Society is an incorporated, 501(c)3 not-for-profit organization dedicated to promoting interest in state and local history through publications, programs, exhibitions and operation of an archive and historic site.

**Headqtrs:** 416 Douglas, Ames, IA 50010  
Open Wed-Fri, 1-5pm  
**Mail:** PO Box 821, Ames, IA 50010  
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**Website:** www.ameshistoricalsociety.org

The newsletter is published four times a year for AHS members. Direct comments & questions to: Editor, PO Box 821, Ames, IA 50010 or e-mail above.

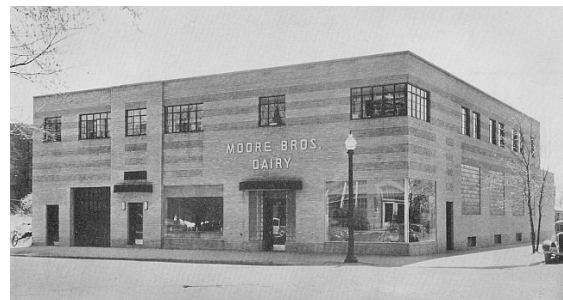
Hoggatt School is located on the grounds of Meeker School, near 18th and Burnett, Ames, IA. Open April 1 through October 31.

## Ice Cream Days: Remembering Moore Bros. Dairy

*By Dennis Wendell, Ames Historical Society Curator*

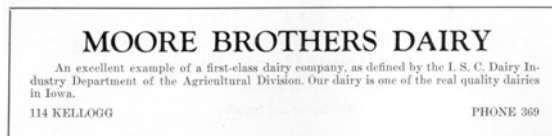
Of all the dairies that have operated in Ames through the years, Moore Dairy, at 428 Fifth Street, was the largest and most modern. Moore Dairy was particularly popular with kids, especially teenagers. It was strategically located on the corner of Fifth Street and Clark Avenue across from the junior and senior high school buildings and directly behind the Collegian Theater. Situating his dairy near these lucrative student and movie-going markets illustrates F.T. Moore's superb business acumen - "location, location, location"!

Moore's ice cream store and fountain naturally became a student hangout. On more than one occasion a student could be seen surreptitiously exiting an unmonitored class and slipping over to Moore's to indulge in a tasty frozen treat. The booths and stools were usually packed at noon and after class. Twenty flavors of ice cream were available for cones, malts, shakes and sundaes, complemented by a multitude of flavored toppings, nuts and crushed peppermint. Other products sold were packaged ice cream, cottage cheese, home-delivered pasteurized milk, cream, chocolate milk, orange drink and buttermilk.



### FOUNDER

The person behind this success story was Fern Theodore Moore, known to everyone as "F.T." An Ottumwa area native, he came to Ames in 1921 to attend Iowa State College. Graduating in 1925 with a degree in dairy science, he began his dairy career as foreman at O'Neil Dairy on Fifth Street. He purchased the Iowa Guernsey Dairy at 114 S. Kellogg Avenue from Fred Davis and Alvin Banks in 1932 and operated there as the first Moore Dairy.



With this business experience, he was soon ready to launch a larger endeavor and asked his brothers, Paul and Craig, to join him in a new venture. The financial backer was Paul (1895-1949), a hog buyer who made his money on the hog futures market. He was seldom seen on the premises.

F.T., an honest and savvy businessman, was the chief owner and operator. Craig Roosevelt Moore (1900-1964), nicknamed "Ted" from his middle name, was plant manager and head ice cream maker. Completing the family involvement was Craig's son, Gary. Although not employed in the dairy operation per se, he frequented the store enjoying free ice cream at any and all times. This perk counterbalanced the hard work Gary did on F.T.'s farms.



Bertha Bosma, the future Mrs. Moore, came to the U.S. from the Netherlands in 1914. She obtained a nursing degree at Mercy Hospital in Iowa City, graduating in 1921. Shortly afterward she moved to Ames and was employed at Mary Greeley Hospital. In 1925 she and F.T. were married. For all their eventual financial success, the couple kept a low profile, living in a humble apartment above their

business in the older European style. "Dining out" for F.T. meant a meal at the Chicken Dispatch!

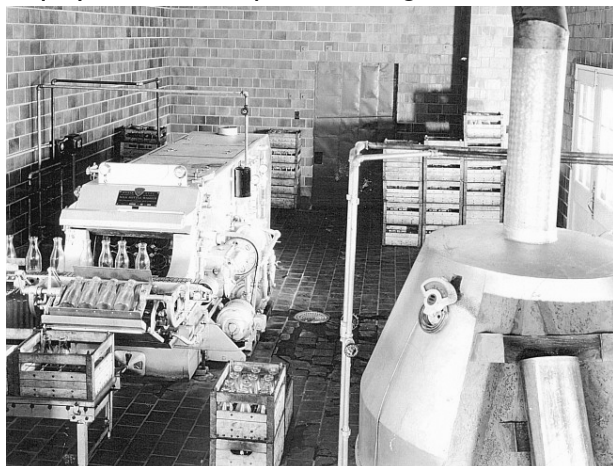
### **FACILITY**

The Des Moines architectural firm of Tinsley, McBroom & Higgins was contracted in 1937 to design a new building. This firm also designed Ames High School, 1938, and Iowa State College Women's Gymnasium, 1940. Contracts totaling \$52,000 were awarded to James Thompson and Sons, the wiring to Best Electric, and the plumbing to Palmer Plumbing.

The modern compact, multi-purpose facility at 428 Fifth Street was christened Moore Bros. Dairy. (The "Bros." was dropped in 1949 after Paul died.) Large plate glass windows showcased the sales area. Glass blocks on the west side allowed plenty of light into the processing area. A 12"-thick concrete floor supported the necessary heavy dairy equipment. On the second floor were a storage area and four apartments. F.T. and Bertha lived in the corner apartment and rented out the other three. Her neat, Dutch-style garden was maintained on the east side of the building.

### **OPERATION**

The dairy was a noisy, wet and steamy place of employment. A compressor and gas boiler in the



basement provided hot steam for sterilization of containers, 100 feet of pipes, large vats and other equipment. Enough high-pressure steam was produced to sell some to the Shell filling station just south of the dairy for steam cleaning of auto parts.

F.T. hired independent truckers to pick up milk from farmers in the Ames-Nevada area. Milk trucks were unloaded at the back dock into a sunken tank in the southwest corner of the main floor. Farmers were paid by the amount of butterfat content, so apparatus with a centrifuge for determining that percentage was available there. The pasteurization of milk required a 163-degree temperature held for 30 minutes to kill harmful bacteria

A mechanical bottle washer held six bottles in a tray for soaking in lye water and boiling hot water was then sprayed into the bottles. An automated bottle filler was used to fill and cap the milk bottles with a cellophane cover over the cap to complete the operation. Glass bottles were later replaced by square cartons. A wax coating was applied to them in an automatic dipping operation. It was not uncommon in the early days of this technology to encounter bits of wax floating on the milk after it was poured from the carton. Delivery men used their own trucks to work the milk routes.



F.T.'s work routine did not always dictate being present at the dairy. Once operations were running efficiently, he spent most of his time at his farm. Dairy customers and staff were thankful when farm work kept him away. F.T. was a tough boss and not beloved by either group. In fact, some customers would leave the dairy if they saw F.T. in the sales area. Kids tapping coins on the counter to F.T.'s annoyance might have a quart of ice cream slammed down on their hands. Workers not performing to his standards could be fired with or without reason. In the words of nephew Gary, "If a student was not performing at 120 percent, the individual would be paid and told not to come back. As a relative I could get by with performing at 105 percent."

## FARMS

The success of the dairy allowed F.T. to purchase an 80-acre farm between 16th and 24th streets and Grand and Northwestern avenues. Gary was employed to bail hay. F.T. put up a 100 x 200 foot chain link fence on the land to enclose a plot for growing gladioli. He eventually sold the farmland to Hunziker and Furman for a handsome return. H&F then built many blocks of residential homes, also profiting and securing their niche as a prominent Ames enterprise. Ferndale Avenue was named to honor the former landowner.

In the 1940s F.T. purchased a 155-acre farm at the west end of 24th Street just north of the Veenker Memorial Golf Course. F.T. never lived on this farm although he had always intended to build a house there. Surprisingly, he never engaged in dairy farming, but raised black Angus and chickens. A garage was converted to a tenant residence for an Iowa State College student who lived on the farm rent-free in return for animal care. Fresh eggs were regularly delivered to Frangos Restaurant and the Star Café on Main Street. F.T. died from a stroke in 1968; Bertha passed away in 1986.

## PARK

In Bertha's will, she left a bequest to the city of almost 90 acres of farmland and wooded property, a parcel that developers had coveted for years. The land was to be used as a park, making it the largest at that time. Stipulations were that "substantial improvements ... with special emphasis on playground equipment for young children" be made within three years. The provision for the latter is striking in view of the fact that the couple had no children and Bertha never expressed any interest in children. The Ames City Council accepted the gift on September 1, 1987. The parcel includes land west of Stange Road on either side of Squaw Creek. The park, at 3050 Northridge Parkway, consists of 50 acres east of the creek. The forty acres west of Squaw Creek are rented to Iowa State University for agricultural research. Of the original farm buildings, only the silo and machine shed remain, but new park structures (below) were designed to resemble farm buildings. Moore Memorial Park opened on June 25, 1992, a fitting tribute to the Moore family.



## LESTER SCOTT

Moore Dairy employee, Lester Scott (1912-2007) owned and operated the dairy after buying it from F.T. in 1954. Lester was born in Lennox, S.D. and grew up there. He came to Ames to pursue a degree in agricultural engineering but in 1933 there was no family money to help fund his education. Iowa State College faculty suggested he take short courses.



After earning a creamery operator certificate from Iowa State in 1936, he went back to the family farm to help his father. During World War II he served in the U.S. Army Air Corps. After the war he returned to Ames and in 1947 received a bachelor's degree in dairy industry and economics. He worked at Lakeside Dairy in Sioux Falls, S.D. for two years and returned to Ames again to work at Moore's. In 1954 he accepted an offer from F.T. Moore to purchase the dairy.

Running the dairy was not an easy task. The store opened at 8 a.m. and closed at 9 p.m. Sunday was a business day as well. One year Lester worked all 365 days. A 1955 Tribune article notes that over 10,000 pounds of milk were being processed daily at the facility. On a hot Sunday afternoon the ice cream bar would require 600-700 cones. Kids being kids, behavior sometimes became rowdy, and Lester was challenged to maintain order in the store. Whereas F.T. Moore was stern with unruly young customers, Lester achieved a balance of civility and order. One time four of the large plate-glass windows had to be replaced due to aggressive pushing. On another memorable occasion, a wayward car shattered the glass.

## ENDING CHAPTER

Lester sold his business on August 1, 1964 to Des Moines-based Anderson-Erickson (A-E) Dairy. A-E closed the sales room and used the plant for storage of their milk and ice cream in the Moore coolers and freezers. This saved them extra trips to Des Moines. They also took over the local Trow distribution route of Iowa State College dairy products. Lester continued to work in the dairy as A-E route supervisor until he retired at age 65.

**Have a Moore's Dairy memory?** Write to us at PO Box 821, Ames, IA 50010 or [ameshistorical@qwest.net](mailto:ameshistorical@qwest.net)

# Ames Historical Society News

## At Hoggatt School, You Can Experience Learning 1860s-Style!



Come right in! The school house awaits. Try a desk on for size – check out the inkwell, write on a slate, play a few

school yard games. No homework! No tests!

Hoggatt School is now open for the summer, Saturdays and Sundays from 2 - 4:30pm through August 26.

Bring your children or grandchildren, 4H and Scout groups for a fun local history lesson. The school is located at 18<sup>th</sup> and Burnett on the grounds of Meeker School.



## For a Good Time, Become a Hoggatt School Volunteer!

The Society's new Hoggatt School curator, Carol Alexander Phillips, is seeking volunteers who would enjoy learning about our one-room school and helping visitors enjoy its interesting history. Call Carol at 515-232-0595 for a tour of the school and training.



## Hoggatt Cards Now Available

Attractive cards featuring a detailed pen and ink drawing of Hoggatt School donated by local artist, Ken Dunker are now for sale at Society headquarters and Hoggatt School. They are priced at 35¢ each or 3/\$1. Pick up a dozen!

## Society Building Fund Update

January 2007 \$31,005; May 2007 \$39,979

## Society Operations Endowment

January 2007 \$12,978; May 2007 \$13,073

## Progress Report on the Move

The Society has leased Suite 101 in the office building at 416 Douglas. The move is progressing in an orderly fashion as the new space is being carefully prepared to receive visitors as well as collections and archives. Each week, more materials and equipment are transferred. The old space at 108 Fifth Street is being retained as storage for large-scale artifacts.



Ames Town and Country Kiwanis Club members are assisting with the move: from left: Dick McCoy, Lowell Greimann, Jack Winkler, Rob Sage (Cyclone AKTION Club), Paul Brakelesberg, D. Kent Woodworth and Phillip Johnson.

## You Send Us Mail

**From:** James Mann Judisch, PhD.

**Sent:** Wednesday, March 7, 2007

**Subject:** George Judisch article

What a shock and very pleasant surprise to see an article [in the last newsletter] about my Grandfather George Judisch. We are very interested in who wrote it and what other information you have on him. If you are interested, we have additional information on this remarkable man as well. For example, George Washington Carver used to work for my grandfather in his store. The Judisch Brothers were actually three---Al, Henry and George---the first two made all of the oak fixtures in the original store. Keep up the good work and thanks again for this most pleasant surprise.

## Ames Historical Society News

### Note to Members: Your Active Involvement is Needed!

As the activities of the Ames Historical Society grow, members can play more active small, medium and large roles in day to day operations.

Here is a sampling of the types of important spots volunteers are invited to take:

- thank you note writing
- marking artifacts with reference information
- quarterly newsletter labeling for mailing
- entering collections data on the computer
- hosting open hours at Headquarters or Hoggatt School

These activities could be weekly or some other regular schedule.

Those with genealogy or other research experience would be valued to assist in answering patron questions and tracking down requested information.

Those who enjoy interviewing could conduct oral histories with current and former residents to capture important stories before they are lost.

A Society Board member needs coaching in the procedure for selling on E-Bay, and a local expert willing to be pass along this information would be appreciated!

Please call 515-232-2148 to offer your skills.

### Lecture Series a Success

The second "Along the Skunk River" lecture series attracted 400 people who enjoyed the talks on the Skunk River Navy, Story County pioneer cemeteries, Iowa conservation heroes and Ada Hayden, and historical "whatchamacallits".



Special thanks go to our speakers – ISU's Jim Colbert and Deb Lewis, Amy Yoakum from Story County Conservation and Ames collector, Don Faas (left, with a "whatchamacallit").

Planning is well underway for next year's series.

### Moore Dairy Memories

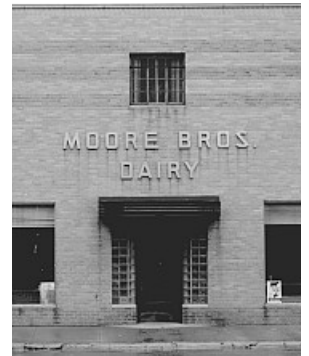
*Excerpted from reminiscences by Bob Singer, Ft. Dodge, Iowa; Ames High Class of 1966*

In the spring of 1962 I was in the 8<sup>th</sup> grade, 13 years old and in search of a summer job.

Timing was very poor for me as at that time a young person had to be at least 14 years old to secure a part time job.

However, I found out some way or another that Moore Dairy was in need of an ice cream cart driver. Evidently

because this was a "commission only" position, my age did not necessarily preclude me getting the job. And so, my tenure with Moore Dairy began as an ice cream route salesman albeit on a bicycle.



The cart had two wheels in front, one in back attached to an enormous and heavy icebox. The box was filled with ice cream bars, pop sickles, pushups, ice cream cups and frozen chocolate malts packed in dry ice. On a level street the cart was manageable, but quite hard to pedal. (I have always attributed my ½ mile track successes in high school to pedaling that cart.)

My normal route was from 5<sup>th</sup> and Clark north to 16<sup>th</sup> Street, east to Linden and back south on Maxwell toward the center of town. This route took me by some of the most densely populated kid neighborhoods in Ames. Sales normally were brisk on a hot day.

One of the first afternoons I worked the route, I decided to see how much I could sell down by Carr's Pool. As I started down the BIG hill, it became readily apparent this decision wasn't a good one. I engaged the rear brake and left a black rubber trail all the way down the hill. I did have presence of mind to let off the brake several times, but ultimately ended up with 6 or 8 bald spots. The tire had to be replaced and my boss, Lester Scott, was not too pleased with me. I only pushed the ice cream cart back up the south entrance that one time!

I tried Carr's Pool one more time by walking backwards in front of the cart while my buddy steered it down the hill. I discovered I could go back up an easier route using the street to the north of the pool. But it took me far out of my way and sales suffered. Sadly, sales weren't very good anyway as most swimmers and parents weren't interested in ice cream plus the pool was selling snacks too.

..... More on page 8



## Curator's Report by Dennis Wendell

### Donations to the Collections

All our collection categories were enhanced by wonderful donations this past quarter: books, postcards, maps, archival records and artifacts. Some donors gave items obtained on eBay, others parted with family heirlooms – notably, Jack Adams, Ken Gammon and Jay Cole Simser. Their stated rationale for donating to AHS was that all residents of Ames could benefit from the artifacts. This exemplifies the essence of philanthropy!

### Highlights of gifts received since last newsletter include:

- Collection of **Armstrong marionettes and scripts** (1930s) [Nancy Fawcett]
- Archival records of **Collegiate Manufacturing Company** (1936-1976) [Jack Adams]
- 30 examples (below) of **yard art made by Mary Young** at 1329 Grand Avenue [Mary Young]



- **Beverly's Gift & China Shop** bridal registry books (1974-1999) [Rita Houge]
- **Mayor Thomas Thompson's** gold-handled walking cane (1918) [John Hart]
- Leather helmet and hose nozzles used by Frank Gammon at **Ames Fire Department** (1950s) [Kenneth Gammon]
- Scattered issues of **R.L. Polk's Ames city directories** (1950s-1990s) [David Kraemer]
- Scrapbook and photos from Sister City delegation visit to **Loja, Ecuador** (1966) [Don Newbrough]
- **Early radios, tools, and magazines** (1920s) [Bob Fitz]
- **Empire game table** and Victorian chairs (1840s-1860s) [Jay Cole Simser]

### Big Move to 416 Douglas

Although no one enjoys moving, the process has given us the opportunity to better organize our collections.

In addition to equipment and collections from 108 5<sup>th</sup> Street, transfers from the Ames Public Library (see next page) are being incorporated. The amount of material collected since 2001 is quite amazing. Our new space

at 416 Douglas is the same size as at the old but more material needs to be accommodated. Approximately 240 linear feet of new shelving has been added to partially solve the dilemma, but it will still be necessary to retain our seven offsite storage facilities. The new



space will function mainly as the Ames History Center with a small exhibit space at the entrance. Most artifacts will await a new, permanent Ames Museum for proper display.

### Record-breaking Demand for Our Services

Ever since The Society adopted regular open hours, patron traffic at our headquarters has been on the rise. We have begun systematically keeping more detailed statistics. The number of presentations given, photos requested, visitors dropping in, and reference questions answered has increased dramatically. It is exhilarating to find such find so much interest and support!

One of our highest priorities is connecting individuals with the past and with each other. For example, a home-schooled student requested information about Moore Memorial Park. We contacted Gary Moore, a nephew of the donors of the land, and set up an interview with the student. All parties were enriched by the experience.



Gary Moore, left, and Ed Telkamp, right, have Moore Dairy in common.

Just the week before, Ed Telkamp, a former Moore Dairy employee whose photo had appeared in the Tribune's "From the Archives" series dropped in unannounced. His trip to Ames from Missouri was made memorable by sharing stories with Gary Moore

and us. AHS member and collector-extraordinaire, Don Faas, also shared artifacts and stories with lively third and fourth graders from Ames Christian School.

Web site traffic has also risen as news of our site spreads by word-of-mouth, especially among former Ames residents living in Arizona and California. For the first time, monthly web traffic in March exceeded 10GB! We have also noticed that users often stay at our site for longer than one hour.

Hardly a day goes by without Tribune readers commenting how much they look forward to seeing our old photos each week in the newspaper's "From the Archives" series. The photos showcase our photographic treasures while prompting memories from long-time residents and curiosity from newer citizens.

## Ames Public Library Partnership

AHS was pleased to cooperate with the Library for its "Big Read," the one book/one community project initiated by the National Endowment for the Arts. The book selected was Willa Cather's *My Ántonia*. To enhance an understanding of this classic novel set in pioneer Nebraska, the Society exhibited artifacts typically found in a pioneer Story County home.

More than 60 school children and adults viewed such items as a rope bed, food safe, spinning wheel, Norwegian immigrant trunk, and buffalo hide in a space roughly equal to the size of a pioneer home (12 x 24'). Many of the objects were selected from those surviving the fire that destroyed the Bauge log home at McFarland Park in 2004. Bauge curators, Willie and Rollie Struss and their family helped set up the exhibit.

The Ames Public Library recently transferred source material they had been storing awaiting transfer to a historical museum. Community organizations' records, city archives, scrapbooks, clippings, newsletters, personal interviews, war records and deteriorated or fragile material will now reside at 416 Douglas. AHS is pleased with this agreement to consolidate archival materials in one location rather than two.

Recently transferred items include scrapbooks about city government assembled by former City employees, A.B. Maxwell, Gladys Hultz Meads and Ellen Landon; research notebooks made by Farwell Brown; mayoral papers of Paul Goodland; bicentennial materials; issues of the *Milepost* newspaper from the 1930s and 1940s.

The Library has also transferred filing and microfilm cabinets, shelving, carrels and tables. AHS patrons will soon benefit from our upgraded furnishings!

The Library will continue to maintain collections of cataloged municipal and county records and published

local history. A local history area is being created to accommodate published materials formerly shelved in the "Iowa Room." The Library has also relocated the genealogy and Ames Tribune microfilm collections.

## Questers Support

An original drawing from the Bert and Mary Adams collection by famed cartoonist, Jay Norwood "Ding" Darling, will be restored thanks to the dedicated efforts of local Questers. This national organization made up of collectors of antiques, collectibles and history boasts eight chapters in Ames.

Through the years, Ames Questers have been very supportive of our needs. Learning that the Ding Darling drawing needed conservation, all eight chapters contributed funds that totaled over \$1,000. In addition, they wrote a state Questers grant application that was fully funded, completing the remaining \$700 needed.



Questers support restoration of Ding Darling drawing.

Ding Darling was a former Des Moines Register cartoonist with work nationally syndicated by the New York Herald Tribune. He received two Pulitzer prizes. The drawing is titled "*Not the First Time the Call has Gone Unheeded*," and deals with government aid to mid-western farmers. It appeared in the Des Moines Register on April 24, 1926. Conservation of the drawing will be done by Midwest Art Conservation Center (MACC), Minneapolis, later this year.



Society member volunteers assisted with the move to 416 Douglas. Jim Graham, left, helped unsnarl wires and install the phone. Neal Tarman, right, helped remove a wall.

Moore Dairy Memories, continued

In the fall at age 14, I was promoted to working behind the long, chest high ice cream counter after school. I remember running out of the west Central Jr. High building as quickly as the bell sounded to get ahead of the swarm of kids that would head toward the dairy for ice cream cones. The west and north dairy store doors looked like revolving doors right after school was out. And for about an hour the front end was pure bedlam. My biggest fear came when I had to work alone and an adult would come in asking for a 2½-gallon milk dispenser refill. That meant I had to drop what I was doing, leave the counter unattended and go to the back cooler. Bad things could happen when I left the front end unattended. But, we made much more money on milk sales than we did scooping dime and quarter cones, candy and gum. So, milk and bulk ice cream sales came first.

The kids didn't care that Moore Dairy made its own ice cream. But, Mr. Scott, aka "Scottie," loved to make ice cream. He only made it once or twice a week depending upon the time of year. Ice cream days were very special for dairy employees because normally there was some to sample, if your timing was good. Left over commercial ice cream scraped right off of the mixing paddles is a treat like no other. Homemade ice cream does not hold a candle to it. But beware, on the other

hand, that flavored ice cream before it is frozen and cured isn't worth getting out of your chair for. Customers had lots of ice cream cone choices. Besides the normal vanilla, chocolate and strawberry flavors, we offered butter brickle, chocolate chip, butter pecan, cherry nut, chocolate marshmallow and my favorite, lemon custard. There were also always at least three flavors of sherbet. Scottie was very proud of his ice cream and loved to experiment with new flavors from time to time. We normally got to taste those as well. The dairy sold its ice cream mainly in half gallon and gallon paper cartons as I recall. The scooping ice cream was made in three foot aluminum canisters and allowed to season for a week or so before it could be used.

For Bob's complete story, see "Our Stories" on our website.

Membership renewals for 2007 are due on the one-year anniversary of last year's payment.

Introductory - 1st year	\$10	Sustaining	\$100
Individual	\$25	Benefactor	\$500
Family	\$40	Patron	\$1,000
Friend	\$50		

Additional amount for:

Building Fund \$ Operations Endowment \$

Name

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